



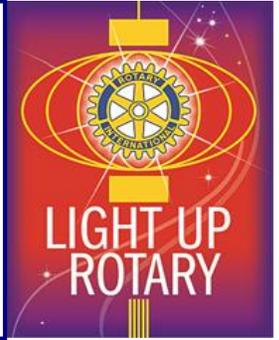
The Appleknocker

Sebastopol Rotary Club's Weekly Bulletin

Steve Falk – Local Ownership of Sonoma County News



Date: January 9, 2015
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Photog: Karen Daniels
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Club President 2014/2015: Ron Puccinelli



"All the News that Fits We Print"

 **Before The Bell** 



To the Chinese, it is the Year of the Sheep. The Hebrew calendar says its 5775. The North Koreans think it's 104. The Rotary Club of Sebastopol thinks it's the halfway point of **President Ron Puccinelli's** Rotary Year. And everyone else says its 2015. Happy New Year!

 **At The Bell** 

Chris Dawson led the group in the Pledge of Allegiance.

For those who don't read the Press Democrat or Sonoma West and only get their news through the AppleKnocker, **Keller McDonald** made sure to announce that he is retiring on June 30, 2015 and in honor of the notice he led the group in singing *Zippety Do Dah*.



Sally Ewald brought a couple of thoughts for the day.
 From Oprah,
 "Though I'm grateful for the blessings of wealth, it hasn't changed who I am. My feet are still on the ground. I'm just wearing better shoes."

And from Colonel Sanders,
 "There's no reason to be the richest man in the cemetery. You can't do any business from there."

 **Visiting Rotarians & Guests** 

With lunch over, **President Ron** fired up the microphone and called on **Bud Daveiro** to introduce visiting Rotarian Dan Bornstein who was visiting for the first time in 2015.



Future Programs

January 16, 2015

Speaker: Rev. Ann Gray Byrd
Program: Black History in Sonoma County

January 23, 2015

Speaker: Jesus Guzman
Program: Graton Day Labor Center

January 30, 2015

Speaker: Harry Simms, M.D.
Program: Metabolic diseases

Future Events

Crab Feed

February 14, 2015

Handy Links

[Pinot for Polio Form](#)
[Sebastopol Rotary Website](#)
[Community Grants Application](#)

Miscellany

Next Board Meeting

Date/Time: Wednesday, Jan. 14th, 5:15 p.m.
Location: New!! Vanguard Properties Office
The Barlow in Sebastopol
6790 McKinley Street Suite 120

MAKEUP NOTIFICATIONS – jbblasco@comcast.net
On-line Make-Ups: www.RotaryEClubOne.org

INTERACT MAKE-UPS – HAVE YOU TRIED IT?

Analy High: 12:40 Most Wednesdays In Choir Room (Check with Bob Hirsch, Jack Dunlap, Ted Baggett)
Brook Haven: 12:10 First & Third Thursday, Room 18 (Check with Pauline Pellini, Mike Carey)
Orchard View: Different meeting times (Check with Mike Carey)
Twin Hills: Every Other Tuesday 12:45pm - 1:20pm (Check with Dan Rasmus)

For all Interact Mtgs.: CALL AHEAD TO CONFIRM MEETINGS

!!! CHECK IN AT SCHOOL FRONT OFFICE FIRST !!!



Mike Ferguson introduced his guest Jackson Mayes, Marine Pilot and Teacher. **Mike** also introduced a man who doesn't need an introduction - Troy McAdams, Friend of Rotary.



Barbara Beedon introduced Diana Andree. Diana is an event planner in Sebastopol and runs her company Carefree Luxury.

Announcements



Aforementioned Friend of Rotary Troy McAdams was given the microphone to get the buzz going for the Sebastopol Rotary Crab Feed coming this February 14. Troy is going to put on one of his famous raffles and is looking for a few more items to be donated. He will even take bottles of wine and they don't have to be great, good will be sufficient.



Dorothy Rodella is reprising her role as Crab Feed ticket nag this year. She started out easy but will likely build up as the event gets closer. Get your tickets now, only \$55 clams. And remember, we may soon be visited by **Jack Blasco** who can get really crabby if we are not careful.

President Ron announced that the Club has received some very nice letters from teachers describing how much they appreciate the teacher grants they received. These grants are funded directly from the Crab Feed revenues. **President Ron** has put the letters on line and you can read them by clicking [here](#).

Bob Rogers announced that the District is looking for someone to help with administrative matters concerning Kool Kids Kamp. Kool Kids was founded by the late **Tom Farrell** and continues to thrive. The funding is all set up and the kids already identified by various sources. Help is needed in the administrative area. Sounds like an easy way to get a ton of satisfaction.

Before **Bob Rogers** could sit down, **President Ron** announced - or actually re-announced - that **Bob** has been selected to be District Governor of District 5130 for Rotary year 2017-2018. The Rotary Club of Sebastopol has not been honored with a member made DG since **John Blount** brought the glory.

Happy Hour will fire up on Friday, 5:30 P.M., January 23rd at Eight Restaurant. Drop in for some fellowship and Happyness.

🍎 Recognitions 🍎

Tom Dilley was recognized for his birthday on January 4th. He and wife **Pat** took the long walk down to the Rogers Gopher Ranch for a fete. The following night they celebrated **Pat's** birthday. I wonder if they planned it that way?

Dennis Judd was recognized for his 12/30 anniversary. He and wife, **Anna**, spent some time alone together .

Mike Ferguson stood up to note that somehow **Bill Cole** and **Dick Zimmer's** birthdays frequently go unrecognized. **Dick's** birthday coincided with his appearance on television regarding the Rose Parade Float and Organ Donation.

Bill Cole went to Los Angeles and visited seven different museums. Didn't know that LA is such a hot bed of culture.



More Recognitions, Announcements and General Merriment

The Laguna Foundation will be holding a work day on April 11, doing various plantings, landscaping and other good works. Volunteers wanted.



Bill Lippert took a trip and ended up at some Mayan Ruins near Cozumel. The cruise left from Miami and also went to Belize. Bill was fined \$40.



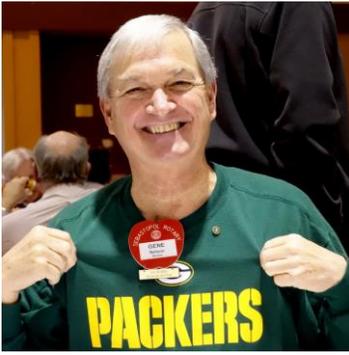
Ted Baggett celebrated Christmas in Austria with his wife's family and also did some hiking and shooshing through the Alps. He was levied a mere \$35.

Greg Jacobs announced the birth of his new granddaughter Lilikoi. Mother and daughter are doing well and **Greg** is \$20 poorer.

At this point **President Ron** made what may have been a grievous error by asking if anyone had anything to announce.

Bob Rogers started out with the microphone to note that the REACH helicopter people are offering to drop their regular \$65 subscription fee to \$35 for Rotarians. Nice. Where else can you get a helicopter ride for \$35? Unfortunately the destination is the Emergency Room.

Les Crawford extolled the talents and virtues of his 11 year old grandson, a soccer phenom, once again proving the adage that all grandchildren of Rotarians are way above average. [Heartily agree **-Ed.**]



Rick Wilson noted the irony of the fact that the Green Bay Packers will be playing their playoff game at precisely the same time as **Rev. Gene Nelson** will be delivering his Sunday sermon at the Sebastopol Community Church. This fact wrought some confusion as no one in Northern California is still following the National Football League but waiting wistfully for February when pitchers and catchers report in Arizona.



It was then pointed out by someone that our own **Dan Rasmus** will soon be doing a starring role in a Rotary production at the International Assembly in San Diego on Sunday, January 18 - the opening session. **Dan** will be playing none other than Paul Harris himself. **Dan** is a bit concerned because it appears that Paul Harris was somewhat staid, stuffy and boring. This shouldn't matter as **Dan** has had plenty of experience playing characters exactly like that, such as when debunking Sebastopol Rotary Club Presidents. [More about the International Assembly in the After the Bell section **-Ed.**]



Sweet Spinner Raffle



Karen Daniels held the lucky ticket. She was given two spins of the wheel but came up prize less. In fact, there were no candy bars to soften the blow. People may start asking for the return of the zucchini in a bag.



Steve Falk - Local Ownership of Sonoma County News



Chris Dawson introduced guest speaker Steve Falk. Steve has many years of experience in the newspaper business including assisting at the birth of USA Today and working his way up to President of the San Francisco Chronicle. He has even met Sharon Stone.

The newspaper business is undergoing some tough times. Steve asked who in the audience would consider risking their retirement on such a shaky venture as a newspaper in Sonoma County. **Rollie Atkinson**, publisher of Sonoma West was seen to raise his hand, a little sheepishly. Steve is still bullish on the business though and heads a group called the Sonoma Media Group who owns the Press Democrat, the Petaluma Argus-Courier and Sonoma Magazine among others.

Steve said that about 75% of readers still take the PD in paper format. The PD is read in 35% of homes in in Sonoma County as opposed to a mere 10% of homes in San Francisco taking the Chronicle. Steve feels that the readership in Sonoma County is still strong.

The Press Democrat has 18 reporters which is 17 more than the AppleKnocker. It has 6 editors which is one or two fewer than the AppleKnocker. With this kind of labor/management ratio the paper should result in a lucrative concern. The shift

of classified advertising to the Internet has been a blow to the newspaper business but not a death blow. Good people are still trying to figure out how to translate the desire of people for good solid local reporting into positive cash.

Steve finished by fielding many questions. He left us his personal email. He can be contacted at Steve.Falk@pressdemocrat.com



🍎 The Final Bell 🍎

President Ron thanked our speaker and noted that Sebastopol Rotary will be making a donation to Pathway Home in Steve's name. He then closed the meeting at 1:30 p.m.

🍎 After the Bell 🍎

The International Assembly

The International Assembly has a long history – 50 years or more. It's where Rotary brings every District Governor to an international training experience for one week. The training is done in 6 languages and there are translation headsets at all general sessions. There are also language specific breakouts. It's the program **John Blount** has been organizing for the past 18 months. They expect 1400 participants. Everyone will be at the opening banquet that actually will open with **Dan Rasmus** as Paul Harris in a role that sets the stage for their week. They will also hear from the President, the President elect, the Chair-elect of the Trustees and the General Secretary over the course of the opening evening.

🍎 Speaker Next Week 🍎

Rev. Ann Gray Byrd

Ann Gray Byrd grew up in Santa Rosa, California. She is an advocate for civil rights and equality, and is well known locally as an author and humanitarian as well as a motivational speaker.

Ann's parents were instrumental in establishing the Santa Rosa Branch of the NAACP. Fresh out of high school in 1954, Ann became the first secretary of the Santa Rosa NAACP. She got the job, she says "Because I was the only one in the black community who knew how to type!" "I always believed what my father taught us, "Ann has been known to say, "Each One Teach One." It means each of us has the responsibility to bring somebody else along, to give to others the same opportunities we seek for ourselves."

Some of the many honors and awards of recognition include–

- State of California Legislative
- Woman of the Year 2005, President's Northern Area Conference NAACP Leadership
- Appreciation Award 1982, Mary McLeod Bethune Community Service Award given by National
- Council of Negro Women's 1980 and Outstanding Professional Woman given by American
- Society for Public Administrators, 1972.

COMMUNITY GRANT APPLICATIONS ARE NOW OPEN! To date, we have given over \$1.38 Million to deserving West Sonoma County organizations. We will be accepting applications until February 10, 2015. Please pass along this information to anyone you know who is deserving and in need. They are available online at:

<http://sebastopolrotary.com/SitePage/community-grants>

Press Release

Date: December 8, 2014

Sebastopol Rotary Community Grant Applications Open December 10

Once again the Rotary Club of Sebastopol has opened up the application process for their Community Grants Program. "Since 1925, Sebastopol Rotary Club has given more than \$1.38 million to hundreds of local organizations, putting Rotary's "Service Above Self" motto into action," says Rotarian David Schreibman. "Last year alone we awarded approximately \$42,000 to 27 deserving organizations." This program is made possible through fundraising efforts at this year's Great Gatsby Gala with 100% of the monies going directly to those who need it.

The current application period starts December 10, 2014 and runs through February 10, 2015. Applications are available on the Sebastopol Rotary web site <http://www.sebastopolrotary.org/>. On the main page, click on "Grants" from the top banner and choose "Community Grants" to get your application and further instructions. Award announcements will be made before April 2015.

While grant requests for any purpose will be considered, preference is generally given to grant requests that meet the following criteria: Sebastopol/West Sonoma County focus, long-term impact, community impact/number of people affected, and the lack of alternative funding sources.

For more information, contact David Schreibman at 916-715-0953 or dcassoc@cds1.net or go to www.sebastopolrotary.org.

THE ABC's of Rotary

**(Taken from "The ABCs of Rotary", a Rotary International publication
originally prepared by
Dr. Cliff Dochterman who was RI President in 1992-93)**

#66: The Permanent Fund of The Rotary Foundation

It was Arch Klumph, father of The Rotary Foundation, who said, "We should look at the Foundation as being not something of today or tomorrow, but think of it in terms of the years and generations to come." That's why the Foundation's Permanent Fund is considered the most important way to ensure the future of Rotary's educational and humanitarian programs. Contributions to this fund, formerly called the Endowment for World Understanding and Peace, are invested for the future. Only earnings from their investment are used to support Foundation programs. Ultimately, it is intended that the Permanent Fund will provide a steady and secure supplement to Foundation support, always guaranteeing a minimum level of program activity and allowing for the possibility of new and expanded programs in the future.

The Foundation gives special recognition to donors to the Permanent Fund as Major Donors, Bequest Society Members, and Benefactors. Major Donors make gifts of US\$10,000 or more; Bequest Society Members include the Permanent Fund in their estate plans for \$10,000 or more; and Foundation Benefactors make provisions in their will or make an outright contribution of \$1,000 to the fund. These individuals are ensuring that The Rotary Foundation will remain a powerful force for good in the world far into the future.

RI READING: Rotary Weekly

[CLICK HERE TO GO TO RI WEBSITE](#)



9 January 2015 | A roundup of Rotary news



[Record-breaking tribute to polio eradication in India](#)

Eradicating polio from India took impressive coordination and commitment. Rotary members in Chennai, Tamil Nadu, drew on those qualities again in December, when they mobilized more than 40,000 people to create the world's largest human national flag as a tribute to the polio eradication effort.

- [Read more](#)
- [Learn about another world record project on Rotary Showcase](#)
- [Join a discussion on ending polio](#)

GIVE

The Rotary Foundation

Rotary Foundation finance chair and Rotary CFO discuss funding model

Rotary's Chief Financial Officer Lori Carlson recently met with Rotary Foundation Finance Chair Ian Riseley to discuss the Foundation's funding model, which takes



effect 1 July. The funding changes are small but they'll go a long way toward ensuring Rotary's ability to support large-scale, sustainable projects for years to come.

- [Watch a video of the conversation](#)
- Contact fundingmodel@rotary.org with questions or comments

International service

Making connections at Ecuador's project fair

Project fairs are a great way to acquire resources for your club's projects. They give clubs an opportunity to showcase their work to potential international partners, while visitors learn about the host country's culture and find projects to support. RI staff member Adelita Hernandez recently attended the 10th annual Ecuador Project Fair in Quito and wrote about her experience.



- [Read Hernandez's blog post](#)
- [Watch a video about project fairs](#)
- [Find support for your project on Rotary Ideas](#)

MY ROTARY: YOUR CLUB RESOURCE HUB

Make a New Year's resolution to take advantage of Rotary's online tools! Go to [My Rotary](#) to find time-saving resources for all your club needs:

- [Rotary Club Central: Check your progress on club activities and plans and add accomplishments!](#)
- [Brand Center: Create promotional materials with our latest branding tools](#)
- [Rotary Ideas: Find donors, partners, and volunteers for your projects](#)



ROTARY PEACE SYMPOSIUM: 4-5 JUNE

Plan now to join Rotary Peace Fellows, alumni, and Rotary members in São Paulo for this special two-day event.

- [Follow us on Facebook for updates](#)
- [See our lineup of speakers](#)
- [Register today](#)

Rotary membership

What's your Rotary style?

With the help of Rotary members and staff, The Rotarian magazine recently compiled a list of classic Rotary personalities, drawn from years of firsthand observation. See the list, and [tell us about your Rotary style](#) or any others we missed.

- [Check out the classic Rotary personalities](#)
- [Join a discussion on attracting and keeping members](#)

Resources & reference

[Rotary Voices: Stories of service from around the world](#)

[Rotary Leader: Helping club and district officers achieve success](#)

[Rotary Images: Download photos to use in your club or district publications](#)

Rotary Weekly brings you the latest Rotary news, features, and resources. Use this content in all of your Rotary communications, including club or district newsletters and websites.

Send questions to website@rotary.org. Share comments on [Rotarians Worldwide discussion group](#).

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